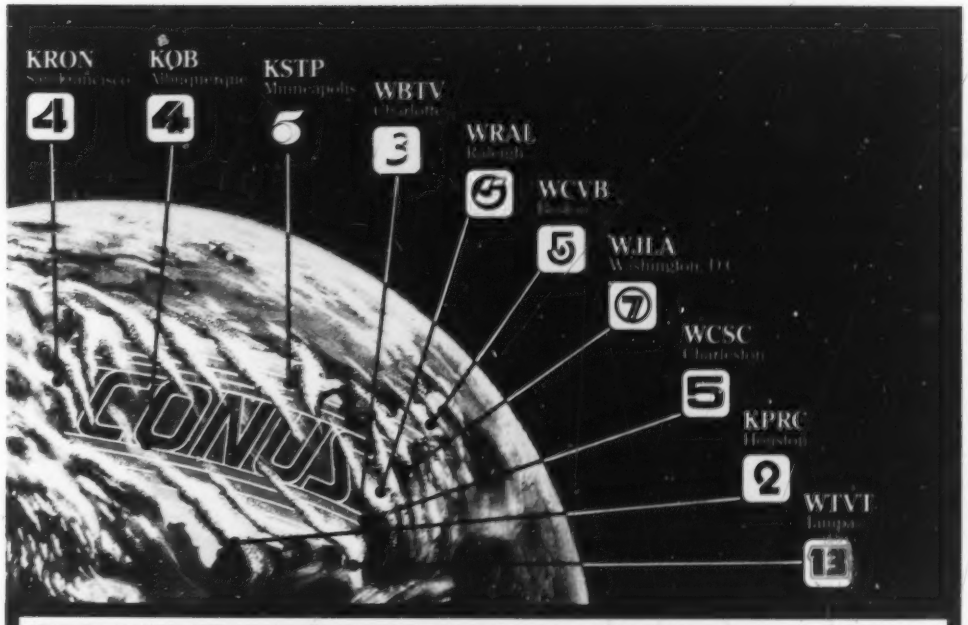
C1750-1

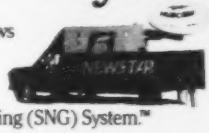
The Fifth Estate

Broadcasting 4 Nov 26



Now, no news event is beyond their reach.

These stations are news revolutionaries.



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Eacn has its own Ku-band uplink news van, capable of covering the news anywhere—from the boroughs of NYC to the mountaintops of Colorado.

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54th Year 1984
PRIME TUNING

Vol. 107 No. 22

Broadcasting Nov 26

Midseason planning under way at networks
FCC votes to use lottery for MMDS applications
AMIP coverage from Miami

STATUS REPORT □ Networks begin taking stock of prime time schedules, looking to shore up weak spots as midseason nears. **PAGE 35.**

MULTIPLE CHOICE □ FCC votes to use lottery for multiple MDS service; grants radio broadcasters more spectrum for STL's and ICR's. **PAGE 37.**

WEEK SEVEN □ General Westmoreland remains on stand as CBS lawyers continue cross-examination in libel suit. **PAGE 38.**

PRINT BUY □ CBS buys consumer publications of Ziff-Davis for $362 million; Murdoch buys company's business magazines. **PAGE 39.**

MEETING IN MIAMI □ Foreign programers show their wares at AMIP, to slightly fewer attendees than last year. Organizers say there will be a next year, although some revisions may be made. **PAGE 40.**

HINDSIGHT □ *Washington Post* columnist David Broder, looking back on election campaign, says media may have failed to bring candidates' dialogue to public; questions whether network projections constitute journalism. **PAGE 42.**

CRACKING VCR USE □ Nielsen plans to break out studies into separate home viewing, and home recording but not viewing categories. **PAGE 46.**

RKO FALLOUT □ Observers say network radio probably won't suffer as a result of the advertising error charges brought against RKO Radio. **PAGE 46.**

MEDICAL ADVICE □ FDA and Better Business Bureaus give broadcast stations tips on looking for possible medical frauds in advertising. **PAGE 54.**

CABLE DISSECTION □ In commenting on cable bill, communications lawyer Farrow warns cable operators they could have trouble at renewal time; FCC's Brenner is more positive in outlook, but said cable doesn't have full First Amendment rights. **PAGE 58.**

FILING SUIT □ Loser in bid for cable franchise of Washington files suit against the winner, local government officials and the local phone company. **PAGE 59.**

MORE ON FOOTBALL □ USFL unveils new spring lineup, updates court fight with NFL. **PAGE 63.**

SHORING UP □ ABC undergoing changes to strengthen prime time for second half of season, in light of ratings decline, but executives say company remains healthy because of cost controls in place. **PAGE 64.**

THROUGH THE ROOF □ Yonkers, N.Y., is home of AM station broadcasting at 1622 khz on auxiliary frequency. **PAGE 72.**

BUSINESS IS HIS PLEASURE □ When John Reidy of Drexel Burnham Lambert talks, Fifth Estaters listen. **PAGE 95.**

INDEX TO DEPARTMENTS

Advertising & Marketing 46	Closed Circuit 7	For the Record 76	Monday Memo 30
Business 64	Datebook 22	In Brief 96	Open Mike 28
Business Briefly 14	Editorials 98	Journalism 61	Programing 63
Cablecastings 10	Fates & Fortunes 91	Law & Regulation 58	Riding Gain 66
Changing Hands 73	Fifth Estater 95	The Media 72	Stock Index 70

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INDEX TO ADVERTISERS Accu-Weather 10 □ Americom Media Brokers, Inc. 76 □ Armco Financial Corp. 77 □ Associated Press Broadcast Services 14 □ Blackburn & Co., Inc. 72 □ Blair/RAR, Inc. 67 □ Broadcast Electronics, Inc. 68 □ BMI 27 □ Canadian Embassy 18 □ Chapman Associates 75 □ Chicago, The University of 61 □ Classified Ads 81-90 □ Columbia Pictures Television 8-9 □ Continental Electronics 56 □ Conus Communications Front Cover □ Doubleday Broadcasting Co. Fourth Cover □ Eastman Kodak,Motion Picture & Audiovisual Div. 55 □ Embassy Telecommunications 50-51 □ Grandy & Berkson Media Brokers 74 □ Group W Productions 19, 48-49 □ King Features Entertainment 15 □ King World 20-21, 31 □ Lorimar 52-53 □ The Mahlman Co. 57 □ MCA TV Second Cover/3, 6, 16-17 □ Metromedia Producers 23, 24-25 □ Michigan, The University of 63 □ NATPE International 71 □ The Newsfeed Network 34 □ Procter & Gamble Productions, Inc. Third Cover □ Professional Cards 79 □ Cecil L. Richards, Inc. 73 □ Seltel, Inc. 29 □ Services Directory 78 □ SFM Entertainment 4 □ D.L. Taffner Syndication 26 □ Television Program Enterprises 43, 44-45 □ The Tobacco Institute 59 □ Turner Program Services 47 □ TV Log 11 □ 20th Century Fox Television 32-33 □ WHN Fourth Cover □ Worldvision Enterprises, Inc. 12-13

Network Association. He said agencies have asked the major networks for support material on how each one clears commercials. Also, said Brescia, agencies are feeling comfortable that network management will make "doubly-sure" clearance performance is high. "We are looking at a lot of positive signs for network radio," he said.

The RKO billing situation, however, hit the industry during a less than fabulous year for network radio sales. According to the Radio Network Association (RNA), which relies on financial data collected confidentially from ABC, CBS, NBC, RKO, Mutual and Sheridan by the accounting firm of Ernst & Whinney, billings from January through September were up only 2.8% ("Top of the Week," Oct. 29) over the same period a year ago. (The Radio Advertising Bureau now projects that network radio business will finish at the same pace, 2.8%, for the year.) But most network radio executives agree that if RKO lowers its rates to attract business, the move will not set the tone for the rest of the network radio marketplace.

Last month, RKO General President Shane O'Neil renewed the company's commitment to the networks in a memo to advertisers. "The RKO Radio Networks is an integral part of RKO General Inc. and it is imperative that we move ahead to restore our credibility and financial stability," the statement said ("Riding Gain," Nov. 5). □

Fighting fraud

FDA and Better Business Bureaus give radio and TV stations tips to spot possible medical frauds

The Food and Drug Administration and the Council of Better Business Bureaus have joined to alert radio and television stations on recognizing medical product frauds. The organizations have mailed information to 10,000 station sales managers, asking them "to review medical claims carefully before accepting them in advertisements to be broadcast."

A joint letter by Council President William H. Tankersley and FDA Commissioner Frank E. Young tells the sales managers that medical fraud and health quackery "continue to victimize the public. Each year, individuals jeopardize their health and waste millions of dollars on phony cures, devices and false promises."

The letter said that the FDA and the BBB won't advise a station on whether to accept a particular advertisement. But the groups issued tips for checking proposed broadcast ads. These include:

- Watching for "claims of FDA approval." (Current law does not permit the mention of the FDA in any way that suggests marketing approval for any drug or medical device, the FDA said.)
- Key words. If the ad uses words such as "miracle," "miraculous," "cure" or "breakthrough," "be particularly skeptical about the product," the FDA said.
- Labeling. If label instructions don't clearly explain how to achieve all the bene-

Busy year. Commercial television advertising, embracing network, national and regional spot, and local, increased 21.4% in the first nine months of the year, according to the Television Bureau of Advertising. Reflecting in part the impact of the summer Olympics, network TV advertising for the first three quarters rose 27% to $6.1 billion. National and regional spot television advertising, based on Broadcast Advertisers Reports in the top 75 markets, climbed to $2.9 billion in the first nine months, up from $2.6 billion in the same period last year. TVB said that local television advertising, according to the same BAR reports, was $2.4 billion, up from $2.1 billion in 1973.

July-September

	1983	1984	% chg.
Early morning:			
Mon.-Fri.	$ 29,815,000	$ 39,547,800	+32.6
Daytime:			
Mon.-Fri.	308,785,000	393,602,600	+27.5
Sat.-Sun.	183,701,600	287,583,500	+56.5
Early fringe:			
Mon.-Fri.	66,932,400	82,652,900	+23.5
Sat.-Sun.	25,848,700	29,925,900	+15.8
Nighttime:			
Mon.-Sun.	770,224,400	1,170,029,500	+51.9
Late night:			
Mon.-Sun.	87,074,100	120,930,300	+38.9
Total	$1,472,381,200	$2,124,272,500	+44.3

January-September

	1983	1984	% chg.
Early morning:			
Mon.-Fri.	$ 99,892,500	$ 127,712,400	+27.8
Daytime:			
Mon.-Fri.	930,543,000	1,135,991,509	+22.1
Sat.-Sun.	578,091,000	783,471,700	+35.5
Early fringe:			
Mon.-Fri.	242,232,000	280,995,200	+16.0
Sat.-Sun.	158,986,800	139,775,700	−12.1
Nighttime:			
Mon.-Sun.	2,514,250,300	3,298,061,900	+31.2
Late night:			
Mon.-Sun.	271,424,000	322,579,800	+18.8
Total	$4,795,419,600	$6,088,588,200	+27.0

By network

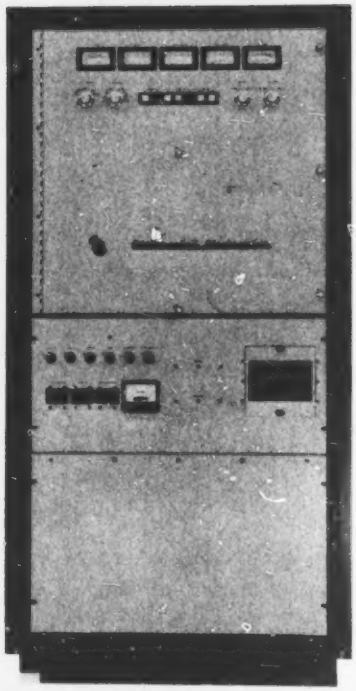
Quarter	ABC	CBS	NBC	Total
Jan.-March	$ 737,039,700	$ 667,557,900	$ 538,749,700	$1,943,347,300
April-June	715,971,900	687,103,500	617,893,000	2,020,968,400
July-Sept.	1,006,976,000	599,707,300	517,589,200	2,124,272,500
Year-to-date	$2,459,987,600	$1,954,368,700	$1,674,231,900	$6,088,588,200

July - September

	1983	1984	% shr.	% chg.
Daytime	$ 179,735,400	$ 220,565,300	22.0	+ 22.7
Early evening	310,208,500	343,252,200	34.2	+ 10.7
Nighttime	213,930,100	247,096,000	24.6	+ 15.5
Late night	183,793,900	193,406,500	19.2	+ 5.2
Total	$887,666,900	$1,004,320,000	100.0	+ 13.1

January-September

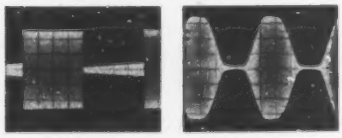
	1983	1984	% shr.	% chg.
Daytime	$ 518,850,700	$ 616,971,400	21.2	+ 18.9
Early fringe	914,643,300	1,021,656,200	35.0	+ 11.7
Nighttime	614,982,900	698,576,000	24.0	+ 13.6
Late night	518,045,600	576,672,800	19.8	+ 11.3
Total	$2,566,522,600	$2,913,876,400	100.0	+ 13.5



Continental's 5 kW AM Power Rock: a sound winner that's ready for AM stereo.

The Power Rock is designed to give you the very best audio. Listen to the loud, clear signal, and you know you have a winner. The Power Rock is ready for AM Stereo and accepts sophisticated audio.

- Owners and managers like Power Rock's superior performance and outstanding on-air performance.
- Program directors like the crisp, clean signal and compatibility with the most sophisticated audio processors.
- Engineers like the proven design and conservative components: a safety margin for steady, reliable on-air performance.



Left: Photo shows excellent dynamic response of Continental's 5 kW AM transmitter at 20Hz modulation. Right: photo of modulation wave form shows effect of Instantaneous Peak Limiter

For a copy of our brochure on the 315R 5 kW AM Power Rock, call (214) 381-7161. Continental Electronics Mfg. Co. Box 270879 Dallas, TX 75227.

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Continental Electronics

fits of a product, "be suspicious."

- Full identification. If the ad mentions medical clinics or medical personnel, see that the full names, addresses and phone numbers are available and verifiable.
- Ask for proof of the product's status with the FDA.
- Be wary of sponsors who say their products don't need FDA approval.
- Watch for "cures" for serious diseases. (The more serious the condition for which the product is offered—cancer, heart disease, arthritis, for example—the more questionable the product, the FDA said.)
- Be "especially" wary of claims that a product may be used for multiple health problems. ("Generally speaking, such products exist only in the portfolios of con artists," the FDA said.)
- Investigate endorsements or testimonials by "stars" or "big names."

Said Tankersley in a prepared release: "Broadcasters can protect their media's public trust and effectiveness by refusing to air quack promotions. Otherwise, quackery will damage legitimate advertising and legitimate business as well." Said Young: Health fraud is "a national disease that often uses false or misleading statements in advertising to snare its victims. The fraud is the same whether it is found in the back pages of a magazine or between segments of a TV movie."

One last tip from the FDA: "Remember: If it sounds too good to be true, it probably is." □

Tracking indies. Independent television stations share of expenditures of the top 25 national advertisers in the first three quarters of 1984 amounted to more than $543.7 million, according to the Association of Independent Television Stations. INTV said the top 25 national clients placed 56% of their billings on independent stations. The leading product category remained food and food products.

Procter & Gamble led the list of independent station users, followed by General Foods, Pepsico, General Mills and Anheuser-Busch. Broadcast Advertiser Reports figures were used by INTV to arrive at the estimates appearing below and on page 57.

Top 20 spot TV categories independent station usage January-September 1984

Category	*Total spot TV expenditures ($000)*	*Independent share of spot TV (%)*	*Independent expenditures ($000)*
1. Food & Food Products	$628,366	45	$282,765
2. Automotives	402,962	36	145,066
3. Confectionary & Soft Drinks	259,941	52	135,169
4. Toiletries & Toilet Goods	174,137	53	92,293
5. Consumer Services	160,255	28	44,871
6. Beer & Wine	152,081	50	76,041
7. Travel, Hotels & Resorts	134,070	24	32,177
8. Household Equipment & Supplies	123,148	44	54,185
9. Soaps, Cleansers & Polishes	104,971	56	58,784
10. Proprietary Medicines	103,565	55	56,961
11. Publishing & Media	94,099	46	43,286
12.Gasoline, Lubricants & Other Fuels	83,159	36	29,937
13. Apparel, Footwear & Accessories	72,937	42	30,634
14. Sporting Goods & Toys	49,758	87	43,289
15. Insurance	46,523	44	20,470
16. Office Equipment, Computers & Copiers	45,855	21	9,630
17. Pet Foods & Supplies	41,335	47	19,427
18. Building Material, Equip. & Fixtures	39,308	45	17,689
19. Jewelry, Optical Goods & Cameras	37,453	42	15,730
20. Home Electronics Equipment	37,289	55	20,509
Top 20	$2,791,212	44%	$1,228,913

Source: Barcume, January-September 1984; BAR Special 15-market tabulation for independent shares

Top 25 spot TV advertisers independent station usage, January-March 1984

Company	Total spot TV expenditures	Independent share of spot TV	Independent expenditures
1. Procter & Gamble	$146,776	66	$96,872
2. General Foods	72,076	61	43,966
3. Pepsico	68,653	39	26,775
4. General Mills	59,170	78	46,153
5. Anheuser-Busch	45,355	87	39,459
6. Toyota Motor Sales	44,367	54	23,958
7. Lever Bros.	43,167	42	18,130
8. Dart & Kraft	42,512	40	17,005
9. Coca-Cola Co.	39,547	51	20,169
10. Philip Morris	37,310	43	16,043
11. Beatrice Foods	34,980	25	8,745
12. Mars Inc.	33,662	71	23,900
13. Nissan Motors	33,003	36	11,881
14. MCI Communications	30,608	37	11,325
15. Ford Motor Co.	30,379	28	8,506
16. Kellogg Co.	28,716	70	20,101
17. Warner-Lambert	27,764	82	22,766
18. General Motors	25,526	28	7,147
19. Nestle S.A.	25,471	34	8,660
20. Nabisco Brands	24,190	53	12,821
21. A.H. Robins	23,052	56	12,909
22. ITT Corp.	22,980	41	9,422
23. American Home Prod.	22,834	51	11,645
24. Time Inc.	22,447	56	12,570
25. Consolidated Foods Corp.	17,708	40	7,083
Top 25	$1,002,253	54%	$538,051

Top 25 independent station national advertisers, January - March 1984

Company	Independent expenditures	Independent's share of spot TV expenditures (%)
1. Procter & Gamble	$ 96,872	66
2. General Mills	46,153	78
3. General Foods	43,966	61
4. Anheuser-Busch	39,459	87
5. Pepsico	26,775	39
6. Toyota Motor Sales	23,958	54
7. Mars Inc.	23,900	71
8. Warner-Lambert	22,766	82
9. Coca-Cola	20,169	51
10. Kellogg Co.	20,101	70
11. Lever Bros.	18,130	42
12. Dart & Kraft	17,005	40
13. Philip Morris	16,043	43
14. A.H. Robins	12,909	56
15. Nabisco	12,821	53
16. Time Inc.	12,570	56
17. Nissan Motor Co.	11,881	36
18. American Home Prod.	11,645	51
19. MCI Communications	11,325	37
20. Reynolds Metals	10,455	66
21. ITT Corp.	9,422	41
22. Colgate-Palmolive	9,351	55
23. Beatrice Cos.	8,745	25
24. Nestle S.A.	8,660	34
25. Gillette	8,620	78
Top 25	$543,701,000	56

Source: Barcume, January-March 1984; BAR Special 15-market tabulation for independent shares

E X P A N S I O N

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Brokerage Appraisals

increase power to 1 kw. Action Nov. 9.

■ WARR (1520 khz) Warrenton, N.C.—Granted app. to increase power to 5 kw. Action Nov. 13.

■ WKGM (940 khz) Smithfield, Va.—Granted app. to add night service with 5 kw and install DA-2. Action Nov. 13.

FM's

■ KITS-FM (105.3 mhz) Pleasant Hill, Calif.—Granted app. to change TL. Action Nov. 13.

■ KBRQ-FM (105.1 mhz) Denver—Denied app. to change TL; change HAAT to 1,117 ft., and make changes in ant. sys. Action Nov. 5.

■ WQYK-FM (99.5 mhz) St. Petersburg, Fla.—Returned app. to change TL. Action Nov. 8.

■ *WMNF (88.5 mhz) Tampa, Fla.—Accepted for filing app. to change ERP to 100 kw and make changes in ant. sys. Action Nov. 8.

■ *WRAF (90.0 mhz) Toccoa Falls, Ga.—Granted app. to make changes in ant. sys. Action Nov. 5.

■ *WRRG (88.9 mhz) River Grove, Ill.—Dismissed app. to correct geographical coordinates. Action Nov. 1.

■ KMAJ (107.7 mhz) Topeka, Kan.—Dismissed app. to change TL; change HAAT to 1,214.4 ft., and make changes in ant. sys. Action Nov. 5.

■ KLUC (98.5 mhz) Las Vegas—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,195 ft., and make changes in ant. sys. Action Nov. 2.

■ WYKZ (98.7 mhz) Beaufort, S.C.—Dismissed app. to change TL and make changes in ant. sys. Action Nov. 13.

TV's

■ WJTC (ch. 44) Pensacola, Fla.—Granted app. to change ERP to vis. 3,289 kw, aur. 328.9 kw and change HAAT to 1,493.2 ft. Action Nov. 9.

■ WTJR (ch. 16) Quincy, Ill.—Granted app. to change HAAT to 994.45 ft. and change TL. Action Nov. 2.

■ *WHCF (88.5 mhz) Bangor, Me.—Granted app. to change TL; change ERP to 100 kw; change HAAT to 1,601 ft., and make changes in ant. sys. Action Nov. 9.

■ WTZA (ch. 62) Kingston, N.Y.—Granted app. to change ERP to vis. 3,310 kw, aur. 331 kw; change HAAT to 1,930 ft., and make changes in ant. sys. Action Nov. 5.

In Contest

The review board made the following decision:

Sparks, Nev. (Pepper Schultz and Comstock Broadcasters Inc.) FM Proceeding. Rescheduled oral argument for Dec. 12 instead of Nov. 30. By letter, Nov. 5.

ALJ Joseph Chachkin made the following decisions:

Calumet, Mich. (Hometown Television Inc.) TV Proceeding. Granted motion for summary decision by Hometown and resolved air hazard issue in its favor. Granted Hometown's app. for a new TV station on ch. 5 at Calumet. By summary decision, Nov. 6.

Doylestown, Pa. (Central Bucks Broadcasting Co., et al.) AM Proceeding. Granted motion for summary decision by Housatonic Valley Broadcasting Co. and resolved air hazard issue in its favor. By MO&O, Nov. 5.

*Amarillo, Tex. (Family Media Inc. and Amarillo Junior College District) TV Proceeding. Granted motion for summary decision by Family and resolved main studio issue in its favor. By MO&O, Nov. 7.

Lubbock, Tex. (Jerrico Broadcasting Inc., et al.) FM Proceeding. Granted motion by Barton Broadcasting Co. and dismissed apps. of Jeffico Broadcasting and Lela M. Officer with prejudice. By MO&O, Nov. 2.

ALJ John M. Frysiak made the following decisions:

Jamestown, N.Y. (Retherford Publications Inc. and Jamestown TV Associates) TV Proceeding. Granted motion by Jamestown and dismissed Retherford's app. with prejudice; granted Jamestown's app. for a new TV station at Jamestown and terminated proceeding. By MO&O, Nov. 5.

Rotterdam, N.Y. (Women's Coalition for Better Broadcasting, et al.) FM Proceeding. By separate orders: granted motion for summary decision by MRLJ Enterprises and resolved air hazard issue in its favor; granted joint request for settlement agreement; dismissed apps. of Women's and John D. and Terri A. Flanders with prejudice; granted MRLJ's app. for a new FM station at Rotterdam, and terminated proceeding. By MO&O, Nov. 5.

ALJ Byron E. Harrison made the following decisions:

Roswell, N.M. (KCBD Associates, et al.) TV Proceeding. Granted motion for summary decision by Western Sun Broadcasting Co. and resolved air hazard issue in its favor. By order, Oct. 31.

Lake Dallas, Tex. (Womens Media Investors of Dallas Ltd. and Opal Thornton) TV Proceeding. Granted motion for summary decision by Opal Thornton and resolved air hazard decision in her favor. By order, Oct. 31.

ALJ Edward J. Kuhlmann made the following decision:

Homestead, Fla. (Gold Coast Broadcasting Corp., et al.) FM Proceeding. Granted motion for summary decision by Radio South Dade Inc. and resolved air hazard issue in its favor; dismissed app. of LatineAmerican Broadcasting Corp. with prejudice for failure to prosecute. By MO&O, Nov. 5.

ALJ Edward Luton made the following decision:

Colonial Beach, Va. (Colonial Beach Broadcasting Inc. and Richey D. Adams, et al.) FM Proceeding. Granted joint request for settlement; dismissed Adam's app. with prejudice; granted Colonial's app. for a new FM station at Colonial Beach, and terminated proceeding. By MO&O, Nov. 5.

ALJ Walter C. Miller made the following decision:

El Paso and Clint, Tex. (Fina Broadcast House Corp., et al.) AM Proceeding. Granted joint request by Fina, El Paso Radio Corp., and El Paso County Broadcasting Co. for settlement agreement to merge El Paso Radio and El Paso County into El Paso Hispanic Broadcasting Co.; dismissed apps. of Fina and El Paso County with prejudice; conditionally granted El Paso Hispanic Broadcasting Co.'s app. for a new AM station at El Paso, and terminated proceeding. By MO&O, Oct. 31.

ALJ Joseph Stirmer made the following decision:

Amarillo, Tex. (Westwind Broadcasting, et al.) FM Proceeding. Granted joint requests by all applicants for settlement agreements; dismissed apps. of Logos Communications Corp., Rolling Plains Broadcasting Corp., Charles B. Cooper and Donald R. DePriest, Joint Venturers, Sugartime, and Golden Spread Communications with prejudice; granted Westwind's app. for a new FM station at Amarillo, and terminated proceeding. By MO&O, Nov. 1.

Summary of broadcasting as of September 30, 1984

Service	On Air	CP's	Total *
Commercial AM	4,754	170	4,924
Commercial FM	3,658	418	4,076
Educational FM	1,165	173	1,338
Total Radio	9,577	761	10,338
FM translators	789	444	1,233
Commercial VHF TV	535	26	561
Commercial UHF TV	358	252	610
Educational VHF TV	114	2	116
Educational UHF TV	173	31	204
Total TV	1,180	311	1,491
VHF LPTV	202	74	276
UHF LPTV	102	132	234
Total LPTV	295	210	505
VHF translators	2,869	186	3,055
UHF translators	1,921	295	2,216
ITFS	250	114	364
Low-power auxiliary	824	0	824
TV auxiliaries	7,430	205	7,635
UHF translator/boosters	6	0	6
Experimental TV	3	5	8
Remote pickup	12,338	53	12,391
Aural STL & intercity relay	2,836	166	3,002

* Includes off-air licenses.

ALJ James F. Tierney made the following decisions:

Duluth, Minn. (Haynes Communications Co. and Duluth Media) TV Proceeding. Granted joint request for settlement agreement; dismissed Haynes' app. with prejudice; granted Duluth's app. for a new TV station at Duluth, and terminated proceeding. By MO&O, Nov. 5.

Klamath Falls, Ore. (Telecrafter Corp. and Raleigh Microwave Communications) MDS Proceeding. Granted motion for joint request for settlement agreement; dismissed Telecrafter's app. with prejudice; granted Raleigh's app. for a new MDS station at Klamath Falls, and terminated proceeding. By MO&O, Nov. 2.

Call Letters

Applications

Call	Sought by
	New FM
KXOQ	Foster Broadcasting, Poplar Bluff, Mo.
	Existing AM
WUEZ	WWJZ Emmet Broadcasting Co. of Florida Inc., Sanford, Fla.
	Existing TV
KYVE	KYVE-TV Central Washington Association for Public Telecommunications, Yakima, Wash.

Grants

Call	Assigned to
	New AM's
WGGD	Champlain Radio, Champlain, N.Y.
WSSF	Clancy & Stork Communications Inc., Springville, N.Y.
	New FM
*KCEB	Casper Educational Broadcasting, Casper, Wyo.
	New TV
WETG	Gannon University Broadcasting Inc., Erie, Pa.
	Existing AM's
KISS	KPRZ Eleven Fifty Corp., Los Angeles
WFXI	WVSI U.S. Two Broadcasting Corp., Jupiter, Fla.
KBBK	KAYT Inland Broadcast Co., Rupert, Idaho
WHHT	WKSD First Orangeburg Investment Corp., Orangeburg, S.C.
KORQ	KWKC Adams-Shelton Communications, Abilene, Tex.
WFNR	WNRB New River Broadcasting Corp., Christiansburg, Va.
	Existing FM's
KIIS-FM	KIIS Eleven Fifty Corp., Los Angeles
KWHO	KSQU Florence M. Gaskey, Weed, Calif.
WKTQ	WVSI-FM U.S. Three Broadcasting Corp., Jupiter, Fla.
WRBZ-FM	WRTL-FM Capitol Communications of Illinois Inc., Rantoul, Ill.
KSPG-FM	KSPG KIKZ Inc., El Dorado, Kan.
KORQ-FM	KORQ Adams-Shelton Communications, Abilene, Tex.
KCCG-FM	KIKZ-FM Triple R. Broadcasting Inc., Seminole, Tex.
KYCN-FM	KWEP Pioneer Broadcasting Inc., Wheatland, Wyo.